

NIELSEN CONSUMER SHARE  
GENERIC AND VALUE BRANDS  
1988/1989

	<u>May '88</u>	<u>June</u>	<u>July</u>	<u>Aug</u>	<u>Sept</u>	<u>Oct</u>	<u>Nov</u>	<u>Dec</u>	<u>Jan '89</u>	<u>Feb</u>	<u>Mar</u>	<u>Apr</u>	<u>May</u>
<u>Unbranded Generics</u>	<u>4.10</u>	<u>4.15</u>	<u>4.27</u>	<u>3.90</u>	<u>4.15</u>	<u>3.89</u>	<u>3.80</u>	<u>3.70</u>	<u>3.73</u>	<u>3.71</u>	<u>3.50</u>	<u>3.37</u>	<u>3.36</u>
Viceroy	---	---	---	---	---	---	---	---	.75	.87	.98	1.10	1.11
Falcon Lights	.17	.19	.16	.12	.11	.11	.10	.08	.07	.08	.06	.04	.03
Richland 20's	.17	.32	.46	.50	.58	.59	.69	.69	.72	.74	.73	.72	.70
Doral	3.39	3.53	3.69	3.58	3.80	3.73	3.78	3.86	4.02	4.15	4.23	4.18	4.16
Cambridge	1.96	2.06	2.09	2.26	2.43	2.43	2.51	2.43	2.42	2.50	2.55	2.56	2.79
Alpine	---	---	---	---	---	---	---	---	.17	.42	.57	.63	.62
Magna	---	---	---	.04	.06	.09	.15	.17	.16	.18	.19	.28	.45
American Lights/Filt	---	---	---	.03	.10	.21	.25	.23	.24	.26	.24	.28	.39
<u>Branded Generics</u>	<u>5.52</u>	<u>5.78</u>	<u>6.40</u>	<u>6.53</u>	<u>7.08</u>	<u>7.16</u>	<u>7.48</u>	<u>7.46</u>	<u>8.55</u>	<u>9.20</u>	<u>9.55</u>	<u>9.79</u>	<u>10.25</u>
<u>Pyramid (Sub-Generics)</u>	<u>---</u>	<u>---</u>	<u>---</u>	<u>---</u>	<u>---</u>	<u>---</u>	<u>---</u>	<u>---</u>	<u>---</u>	<u>.05</u>	<u>.17</u>	<u>.35</u>	<u>.45</u>
<u>Total Generic Priced</u>	<u>9.62</u>	<u>9.93</u>	<u>10.67</u>	<u>10.43</u>	<u>11.23</u>	<u>11.05</u>	<u>11.28</u>	<u>11.16</u>	<u>12.28</u>	<u>12.96</u>	<u>13.22</u>	<u>13.51</u>	<u>14.06</u>
Century 25's	.92	.98	.97	.94	.97	.97	.96	.94	.90	.92	.89	.87	.85
Richland 25's	.61	.66	.59	.49	.46	.41	.45	.31	.31	.30	.28	.24	.23
Players Lights 25's	.42	.44	.43	.41	.40	.40	.41	.37	.34	.35	.34	.33	.34
<u>Total Value 25's</u>	<u>1.95</u>	<u>2.08</u>	<u>1.99</u>	<u>1.84</u>	<u>1.83</u>	<u>1.78</u>	<u>1.82</u>	<u>1.62</u>	<u>1.55</u>	<u>1.57</u>	<u>1.51</u>	<u>1.44</u>	<u>1.42</u>
Malibu	.64	.71	.89	.87	.89	.85	.84	.86	.84	.88	.84	.79	.83
<u>Price-Off</u>	<u>.64</u>	<u>.71</u>	<u>.89</u>	<u>.87</u>	<u>.89</u>	<u>.85</u>	<u>.84</u>	<u>.86</u>	<u>.87</u>	<u>.94</u>	<u>.91</u>	<u>.87</u>	<u>.90</u>
<u>Total P.V.</u>	<u>12.21</u>	<u>12.72</u>	<u>13.55</u>	<u>13.14</u>	<u>13.95</u>	<u>13.68</u>	<u>13.94</u>	<u>13.62</u>	<u>14.70</u>	<u>15.47</u>	<u>15.64</u>	<u>15.82</u>	<u>16.38</u>

\* Note: Total Viceroy: Share includes  
some Full Margin couponed movement

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